Near Westside Neighborhoods and University Avenue Corridor Transportation Study

Public Information Meeting

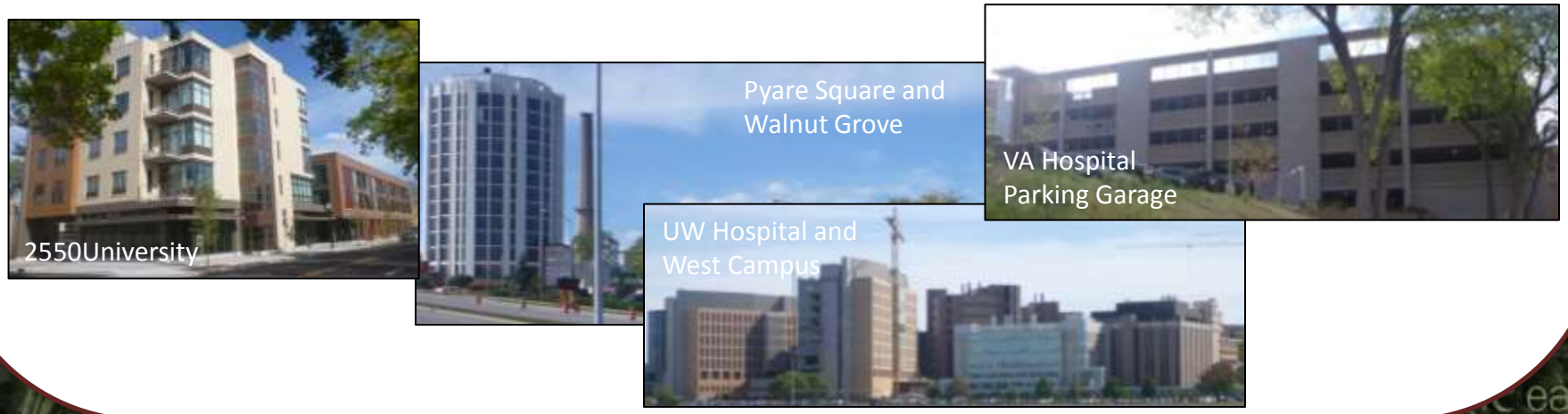
February 24, 2014

Presentation Outline:

- Brief Review of Study Scope, Background, and Current Conditions
- Results of Public Outreach
- Study Theme and Goals
- Overview of Recommendations
- Display materials for review and comment

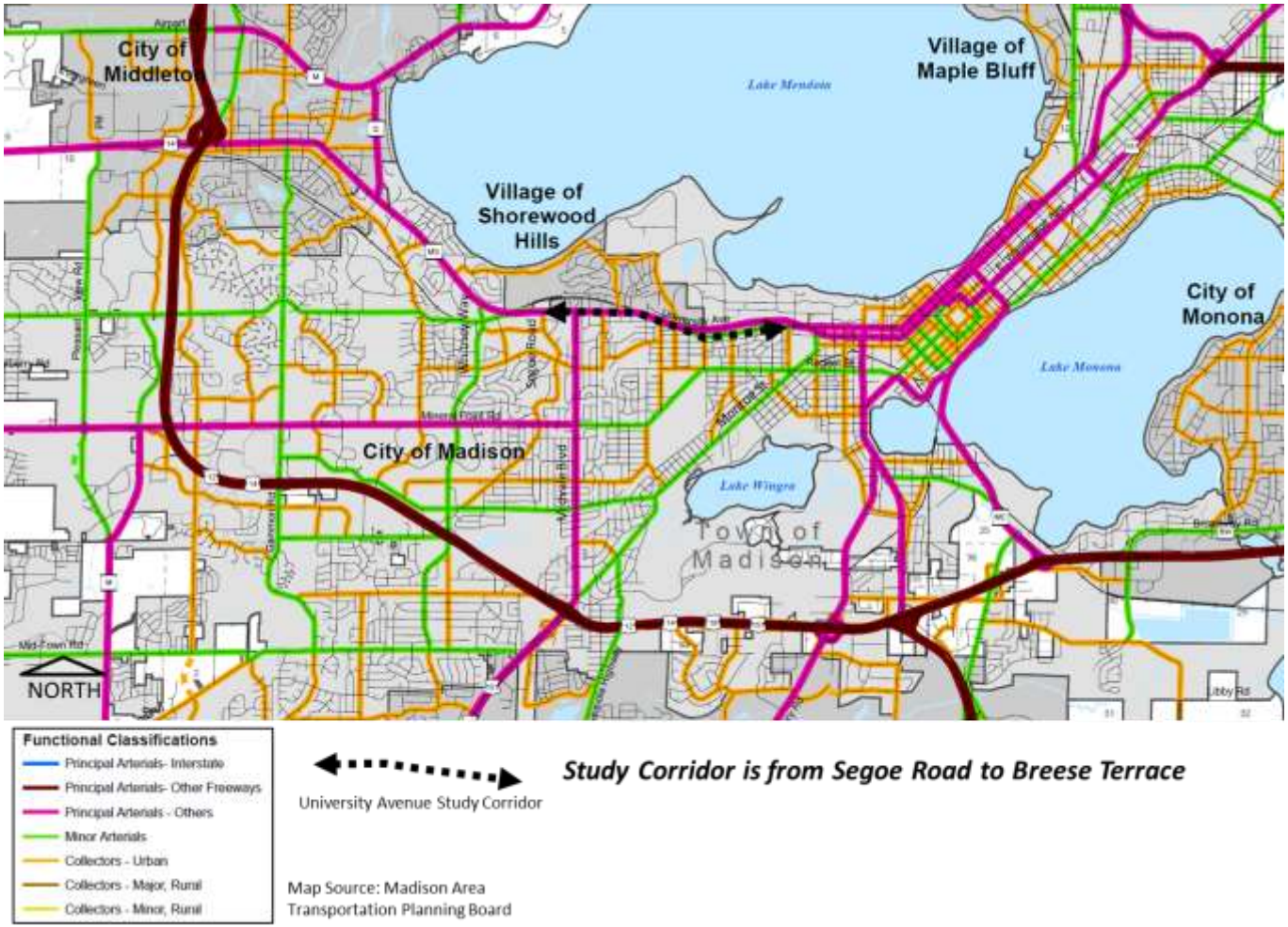
Reason for Study:

- **University Avenue Corridor**
  - Transportation artery carrying about 55,000 vehicles per day
    - Few non-freeways in WI carry volumes over 50,000 vpd
    - Most are in Madison (Natural Geography)
  - Near capacity currently during peak travel periods
  - Redevelopment in the City, Village, and on UW Campus



Study Limits and Overview:

- **Study Corridor**



Study Limits and Overview:

- **Study Scope and Schedule**

Phase 1 – Needs, Base and Future Conditions

- TIA Review for West Campus Area
- Regional Traffic Review
- Base and Future Operations
- Meetings
  - 2 Workshops

Jan. - May 2013

Phase 2 – Solutions and Improvement Analysis

- U-Bay & Farley Intersection
- University Avenue Corridor
- Regent Neighborhood
- Shorewood Hills
- Meetings
  - 2 Workshops

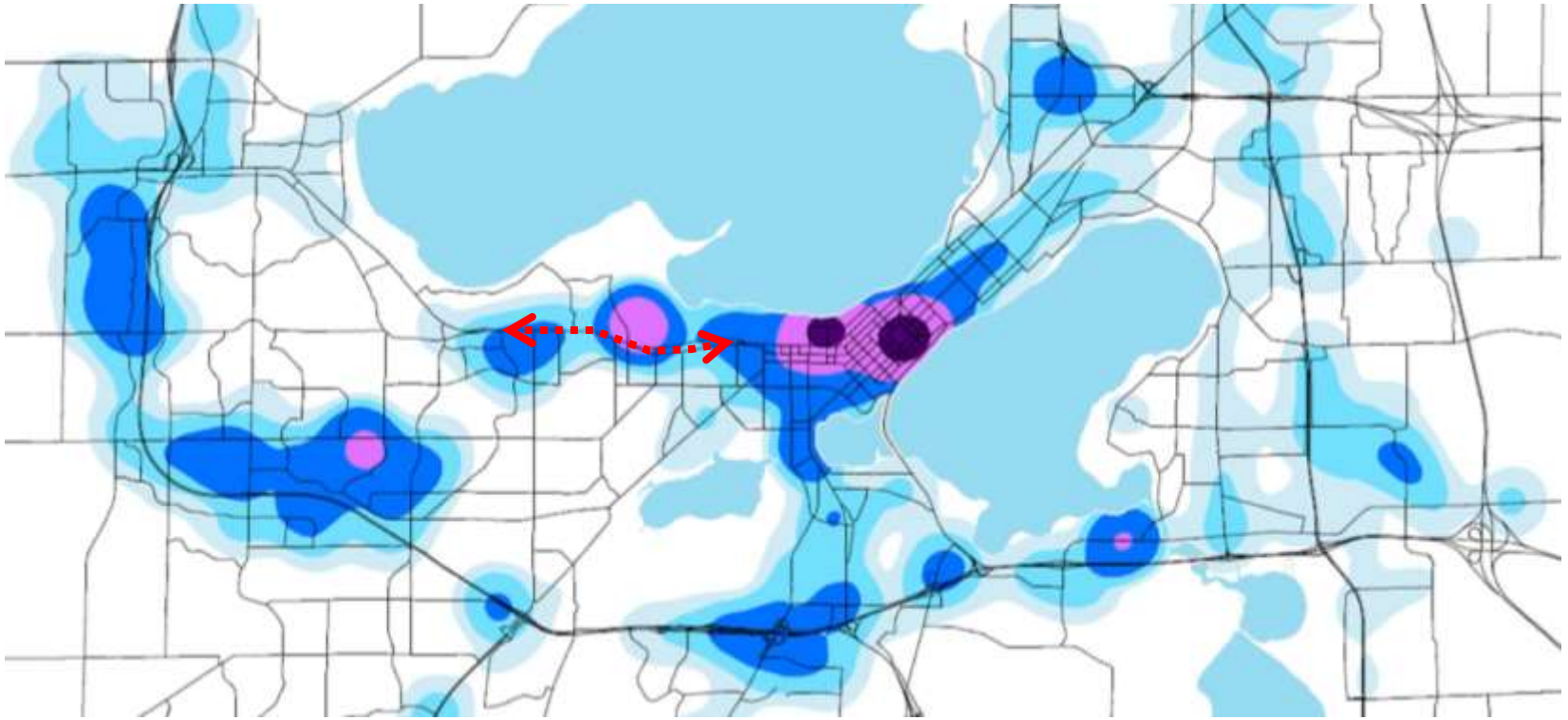
June – Oct. 2013

Phase 3 – Implement-ation and Final Reports

- Funding Opportunities
- Short-Term, Long-Term, and Implementation Report
- Meetings
  - 1 Public Meeting

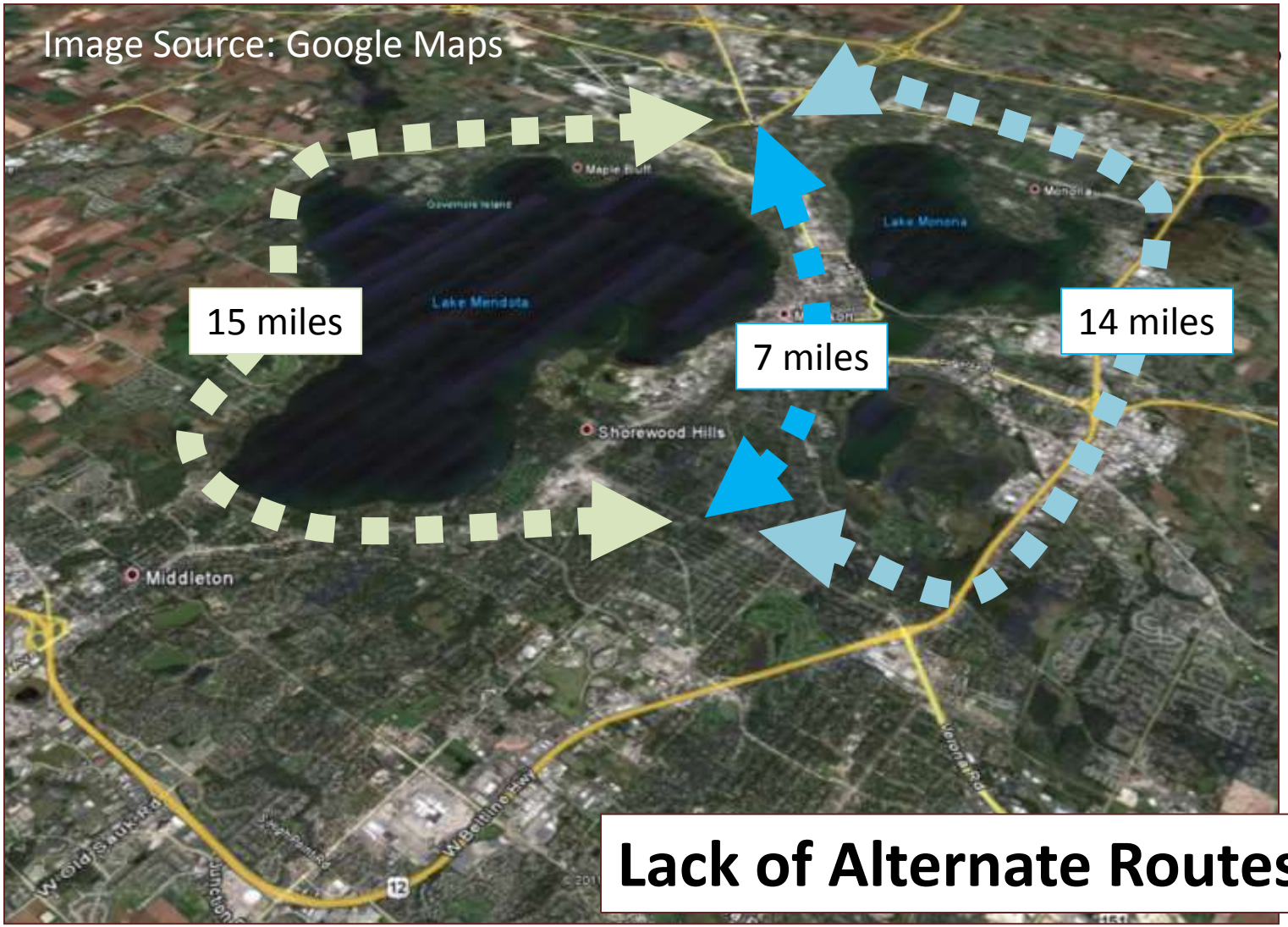
Oct. 2013 – March 2014

Reason for Study:



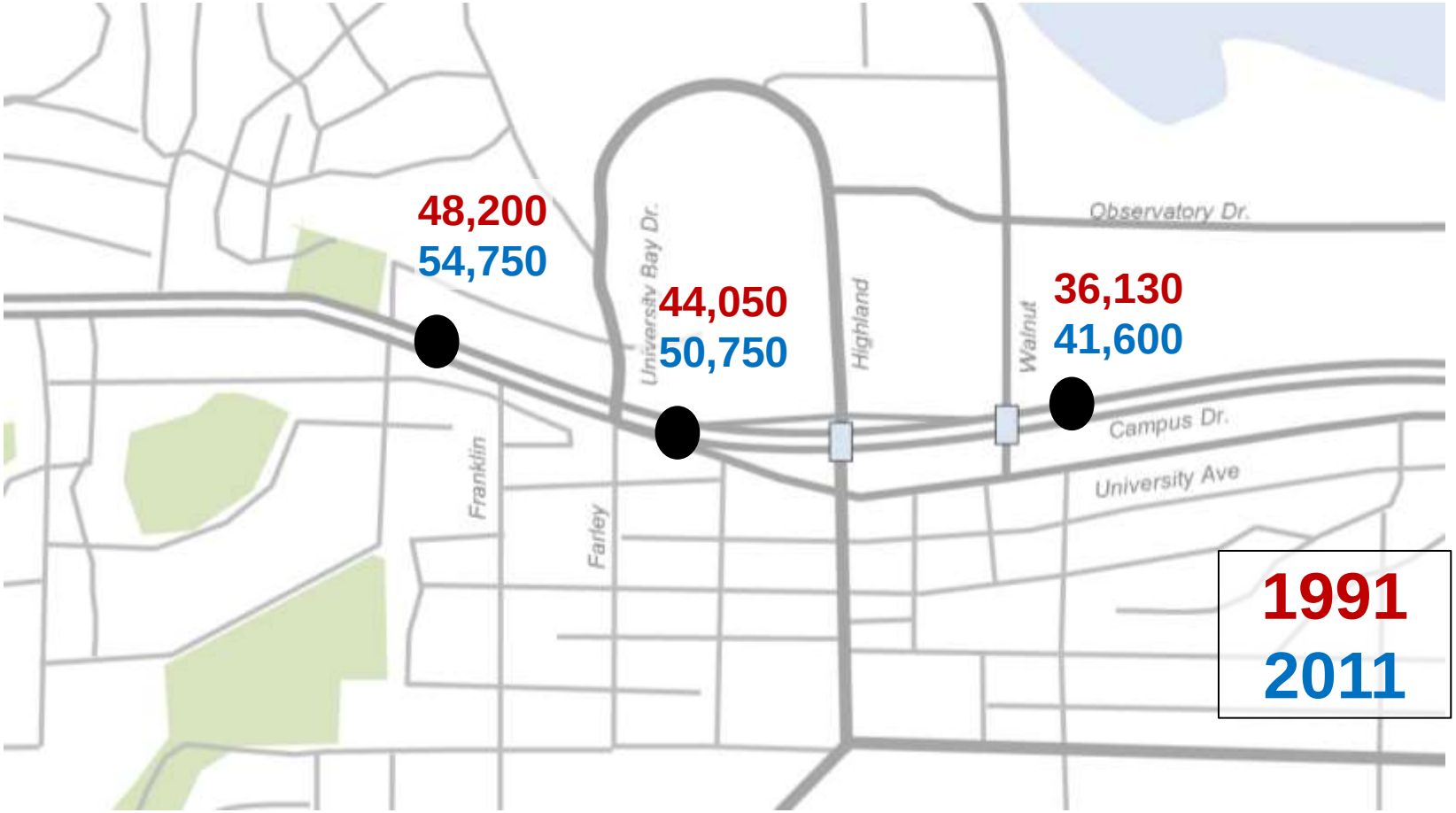
Employment Density in Madison

Reason for Study:



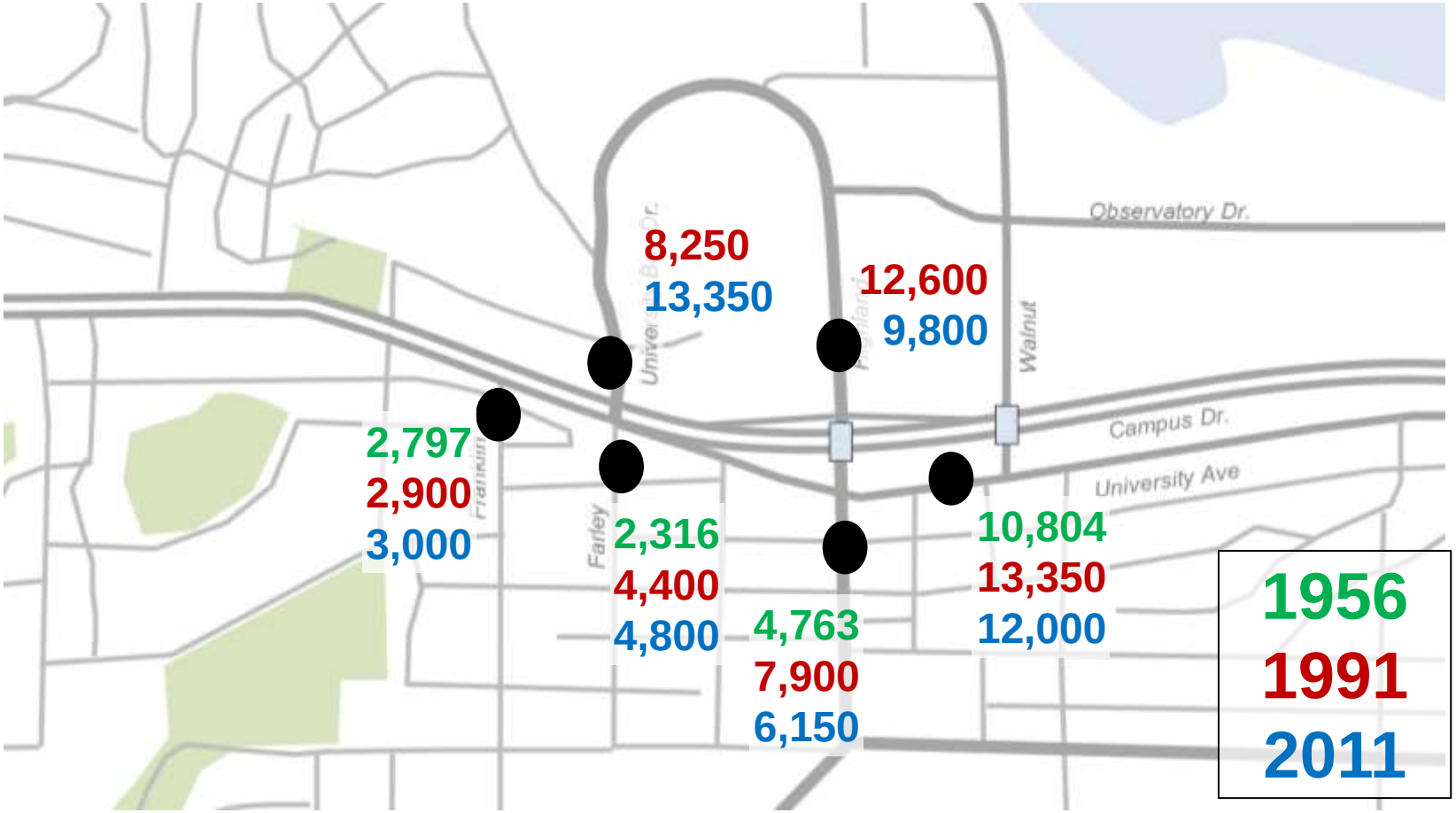
Traffic Volumes

- Generally have **increased** on University Ave/Campus Dr.



Traffic Volumes

- Generally have **maintained or decreased** on sidestreets between 1991 and 2011



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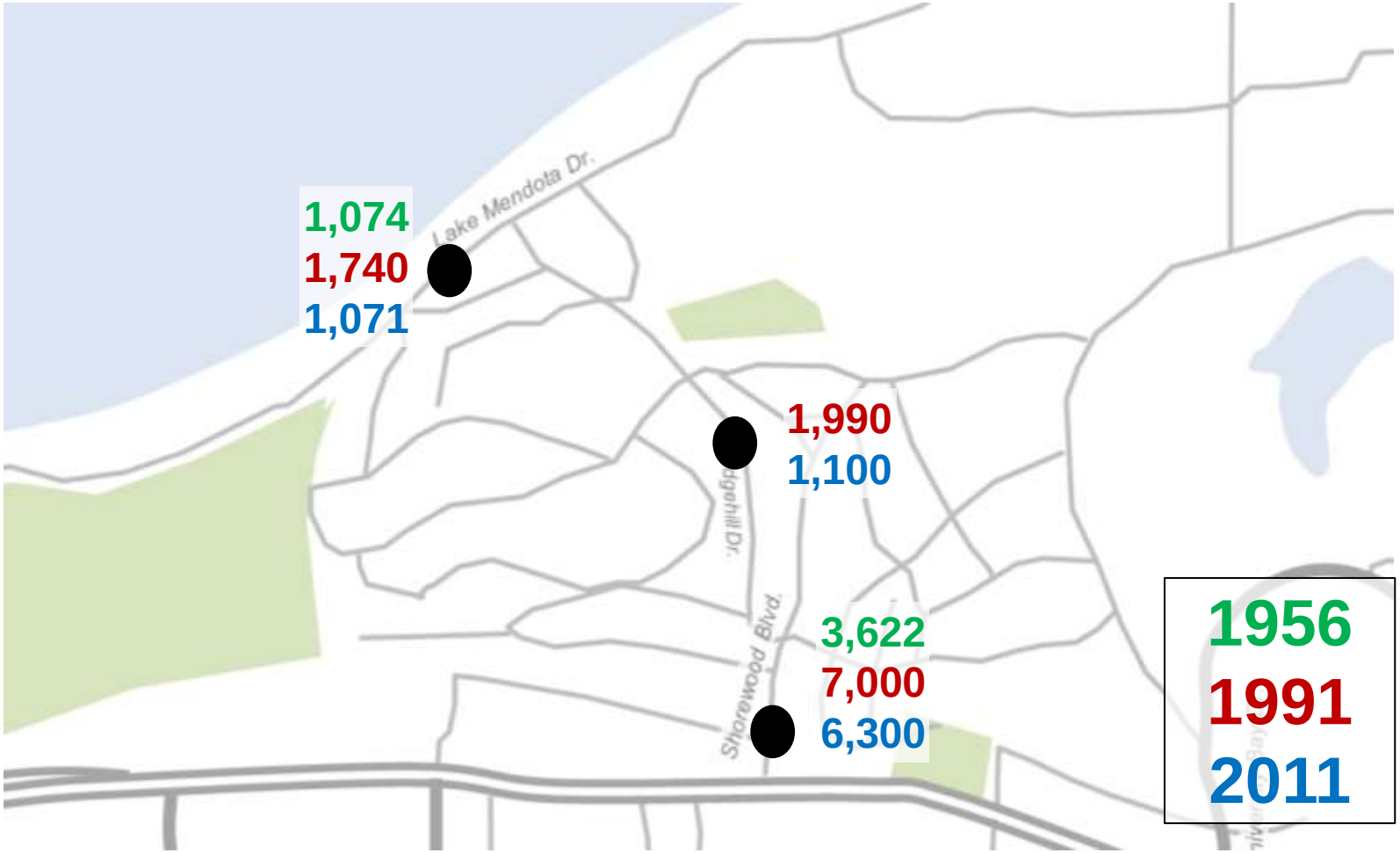


Results of Public Outreach:

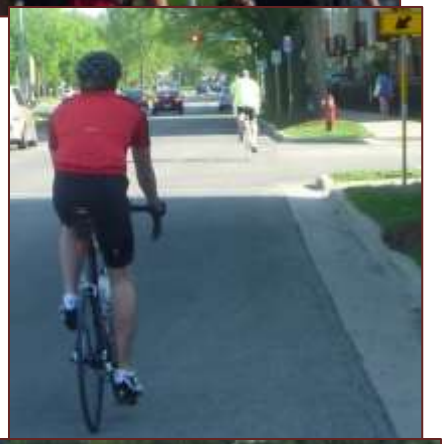
Online Survey

- Over 1,000 Responses
- 34% live in the Village
- 33% live in the greater Regent neighborhood
- 29% work at UW, 11% on the Isthmus

Results of Public Outreach:

Online Survey

- Excellent mode split: ~20% to 40%
- Peak congestion #1 motor vehicle concern
- East-West bike connections #1 neighborhood transportation concern
- 60% feel modifications are needed, but they should be modest to manage impacts



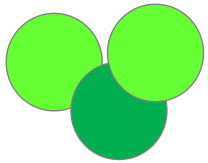
Results of Public Outreach:

March 2013 Workshops

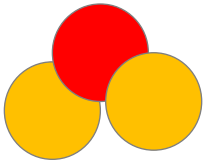
1. Provide enhanced transit service
2. Manage cut through traffic
3. Improve bicycle and pedestrian crossings of University Avenue

Results of Public Outreach:

September 2013 Workshops



1. **Most popular:**
   a. Pedestrian and bike enhancements at Shorewood Boulevard
   b. Dedicate one lane each way to buses/bikes without expansion
   c. Pedestrian and bike enhancements at University Bay Drive/Farley Avenue



2. **Least popular:**
   a. Access restrictions
   b. Grade separations

Study Theme and Goals:

Overall Theme

Considering the high physical and environmental impacts and total project costs associated with significant motor vehicle capacity expansion (an eight-lane corridor or grade separations), primarily seek options to reduce demand for peak-hour Single Occupant Motor Vehicle (SOMV) travel and/or improve conditions for alternate modes without a severe detriment to car and bus travel

Study Theme and Goals:

Study Goals

- Provide exclusive and/or prioritized transit that moves high volumes of people within this portion of the University Avenue transportation corridor
- Improve access to the west UW-Madison campus and VA medical complex areas (options for both ingress and egress)
- Improve the connectivity and comfort level of bike and pedestrian travel in the study area

Exclusive/Prioritized Transit Goal

- **Bus/Bike Lane Without Expansion not Recommended**
  - Concern regarding violations and speed differentials due to significant congestion upon opening
  - Requires about 20% reduction in MV traffic = 1987 traffic levels <or>
  - Requires 50% to 60% increase in transit ridership
- **Transport 2020, Bus Rapid Transit, or Other**
  - Pending creation of Regional Transit Authority or other Intergovernmental Commission

Exclusive/Prioritized Transit Goal

- **Measures that allow transit (buses) to achieve quicker and more reliable travel times and increase incentives for travel by transit**
- **Recommended for further study:**
  - Queue jump lanes at Midvale Boulevard intersection
  - Transit signal priority along corridor

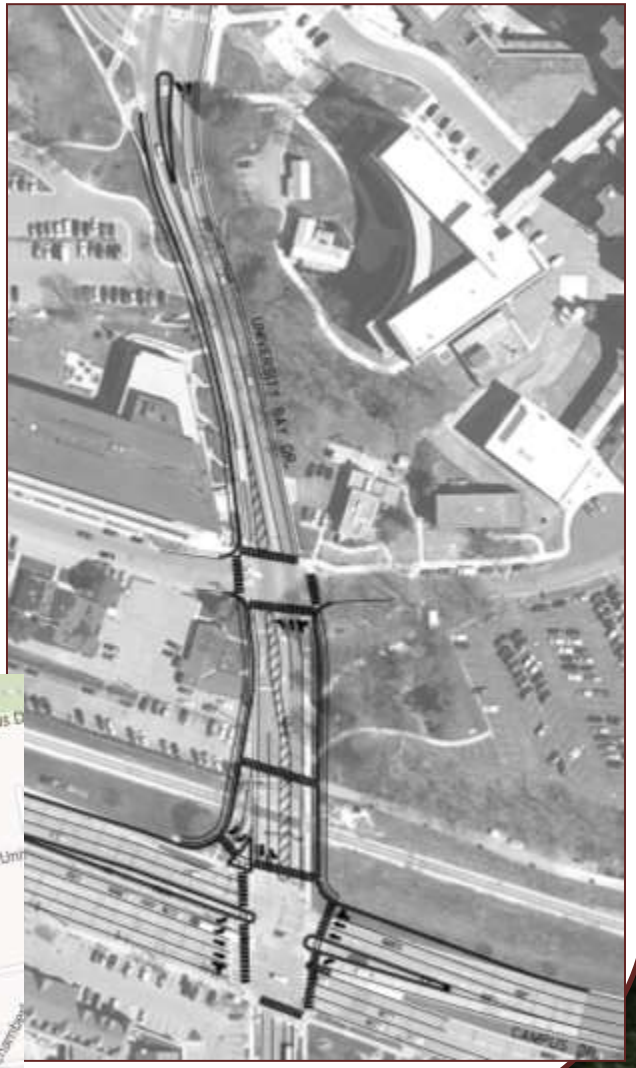
Improve Access to West Campus/VA

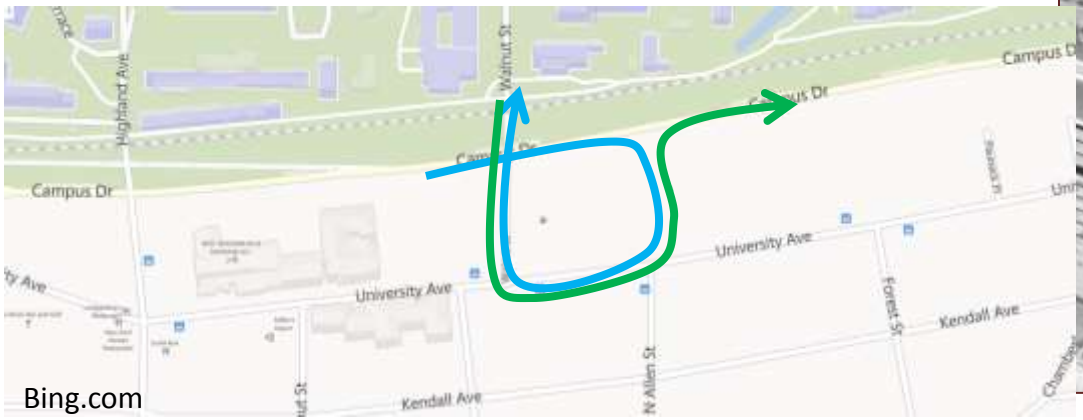
- **Recommend continuing and expanding demand management:**
  - Limit Parking
  - Additional Park and Ride Opportunities
  - Further Staggering of Shifts

- **Recommended bike and ped access:**
  - Complete east-west off-street connection west of University Bay Drive, add grade separation over U-Bay and Highland Ave. long-term
  - Add bike signal at path crossing of Highland Ave.
  - Modify Campus Dr. bridge over Highland Ave. to add width
  - Add grade separated crossing of Campus Dr. between Walnut St. and Alicia Ashman Structure

Improve Access to West Campus/VA

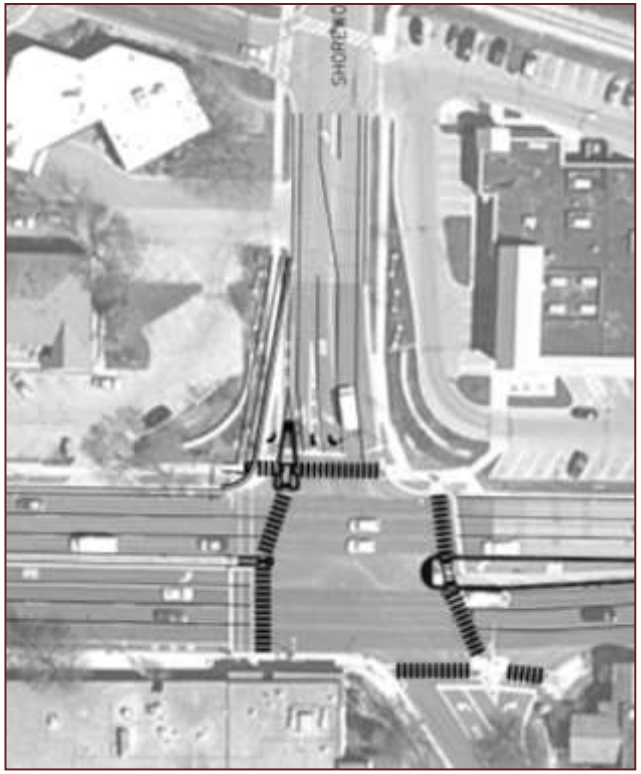
- **Recommendations for motor vehicle access:**
  - Reconstruct University Bay Drive/Farley Avenue intersection including a dual eastbound left-turn lane
  - Add eastbound Campus Drive access near Walnut Street





Pedestrian and Bicycle Travel

- **Additional recommendations for pedestrians:**
  - Consistent, enhanced crosswalks across University Avenue from Segoe Road to Farley Avenue
  - Add partial signals at Hilldale Way and Blackhawk Avenue
  - Modify Shorewood Boulevard intersection including enhanced crosswalks, Flashing Yellow Arrow signals, separation of the southbound right-turn lane, elimination of the westbound left-turn lane



Pedestrian and Bicycle Travel

- **Clearly Voiced Concerns and Proposals**

Citizens for a Safe Corridor "Asks"	Current Status
Enhance corridor crosswalks	Recommended
"Vehicles Stop Here" signage at all stop bars	Per MUTCD, possible for EB traffic at Shorewood Blvd., pending continued evidence of need
Half signal at Blackhawk Avenue	Recommended
Ped activated blankout signs "No Right-Turn When Pedestrians are Present"	Static signs added at Shorewood Boulevard, others pending evidence of need
Advanced ped timings	Reevaluate after near term recommendations
Reduce speed limit to 30 mph	Speed data does not support this
Broad public education effort	Recommended

Pedestrian and Bicycle Travel

- **Additional recommendations for bicycles:**
  - Provide north-south accommodations along Franklin Ave.
  - Additional bike accommodations from Franklin Avenue to Midvale Boulevard along Kendall Avenue, Bluff Street, Blackhawk Avenue, and Regent Street
  - Public outreach campaign

Cut Through Traffic

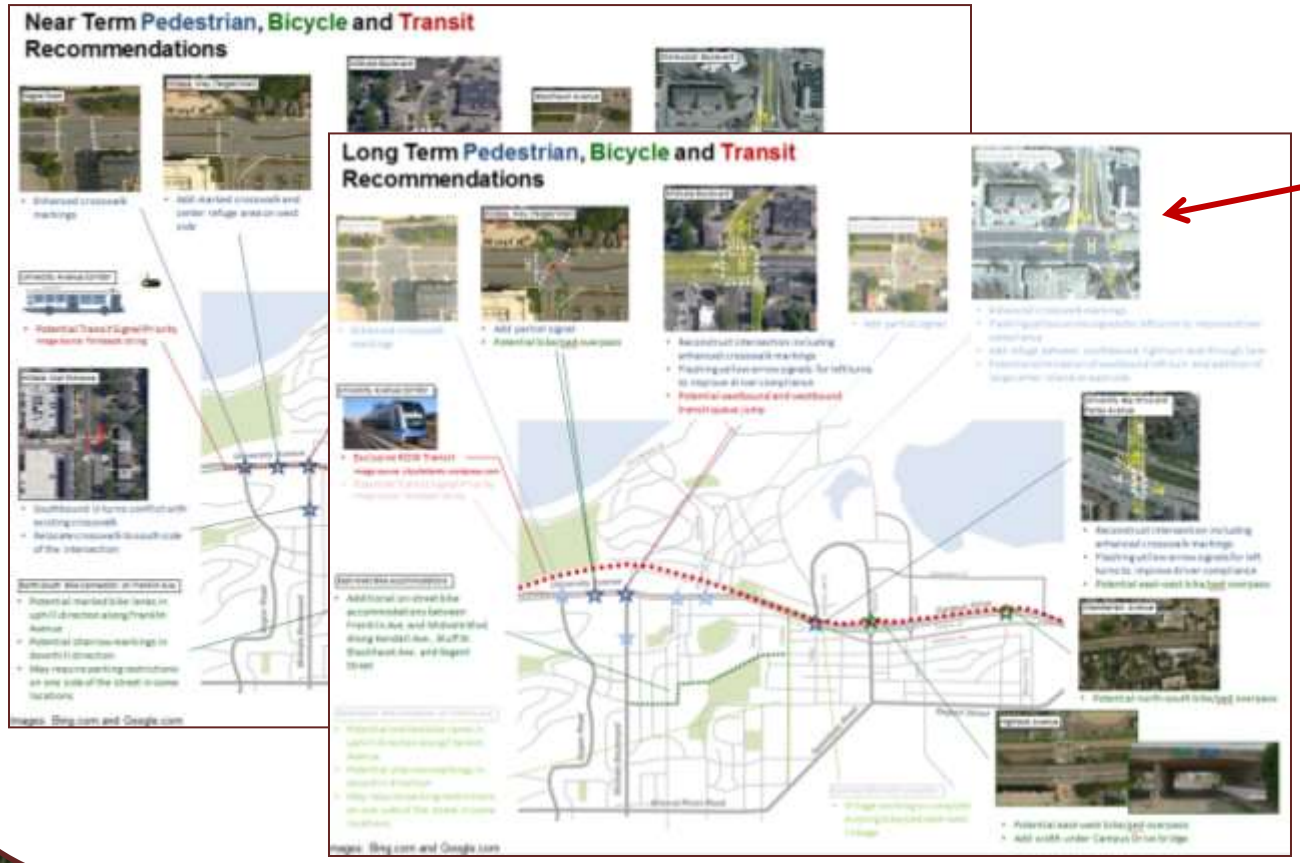
- **Mitigation Strategies**
  - Education
    - Yard signs encouraging slower speeds
    - Permanent speed display signs
    - First day of school/periodic roadside gatherings of neighbors
  - Enforcement (speed limit)
  - Engineering
    - Additional calming measures
    - Permanent changes in circulation (one-way streets or removal of access)

Neighborhood Parking

- **Consider participating in the RP3 program:**
  - Block by block program
  - Petition among neighbors showing >50% support and willingness to pay for permit parking program
  - At least one side or 50% must be zoned residential
  - A majority of the on street spaces must be occupied by commuter vehicles a majority of the time from 8:00 am to 6:00 pm.

Display Materials:

1. Pedestrian, Bicycle, and Transit Recommendations



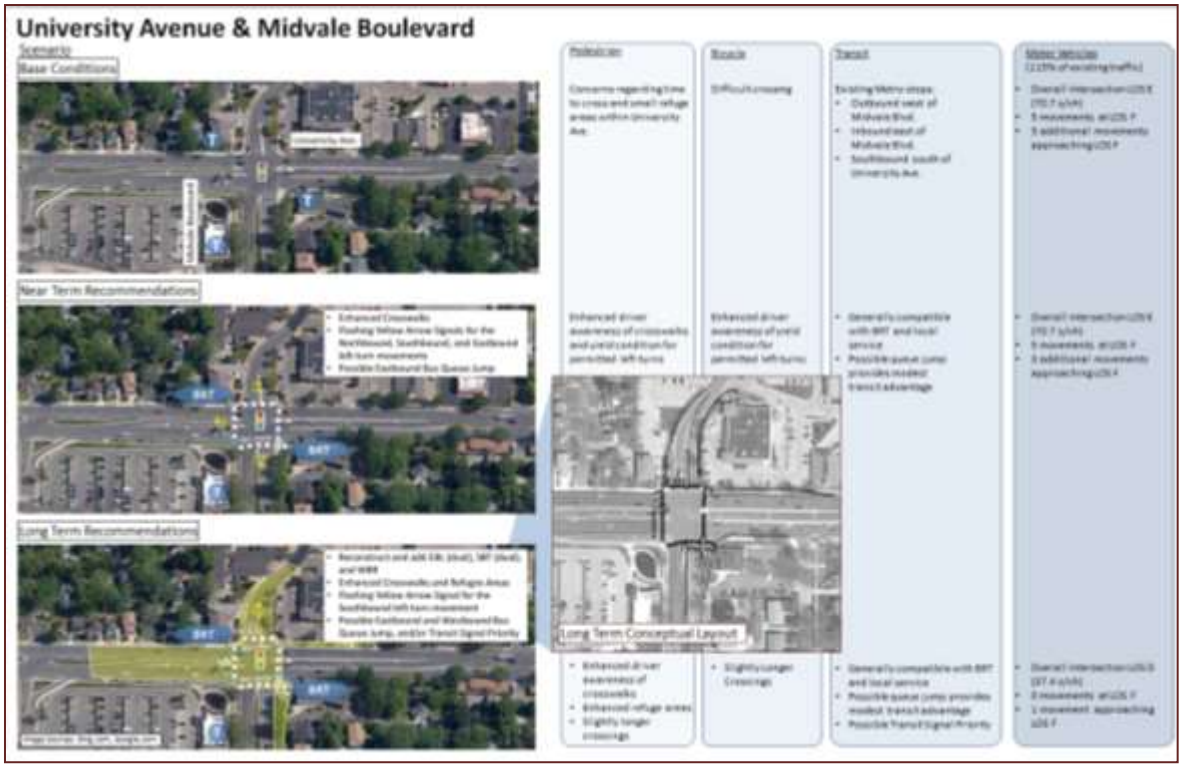
Modifications in lighter hues are repeated from the Near Term exhibit

Display Materials:

2. – 4. Intersection Recommendations

Base conditions shown on top row, followed by Near Term and Long Term recommendations

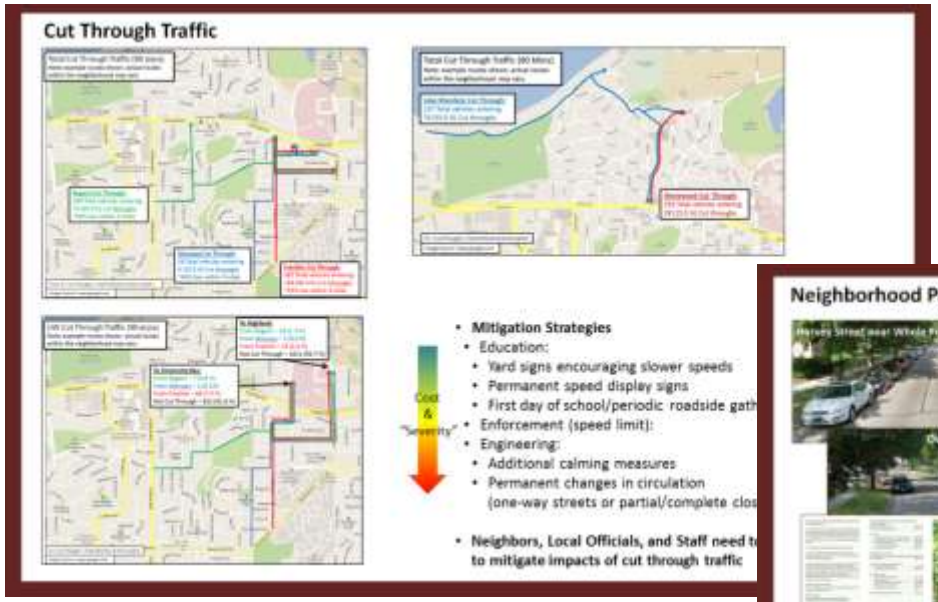
- BRT = Bus Rapid Transit Stop
- FYA = Flashing Yellow Arrow Signal



- LOS = Level of Service for Motor Vehicles (A through F, LOS F is failing)
- Yellow areas show approximate footprint
- Reconstruct modifications would include on-street bike accommodations

Display Materials:

5. – 6. Cut through, Parking, and Sidewalks



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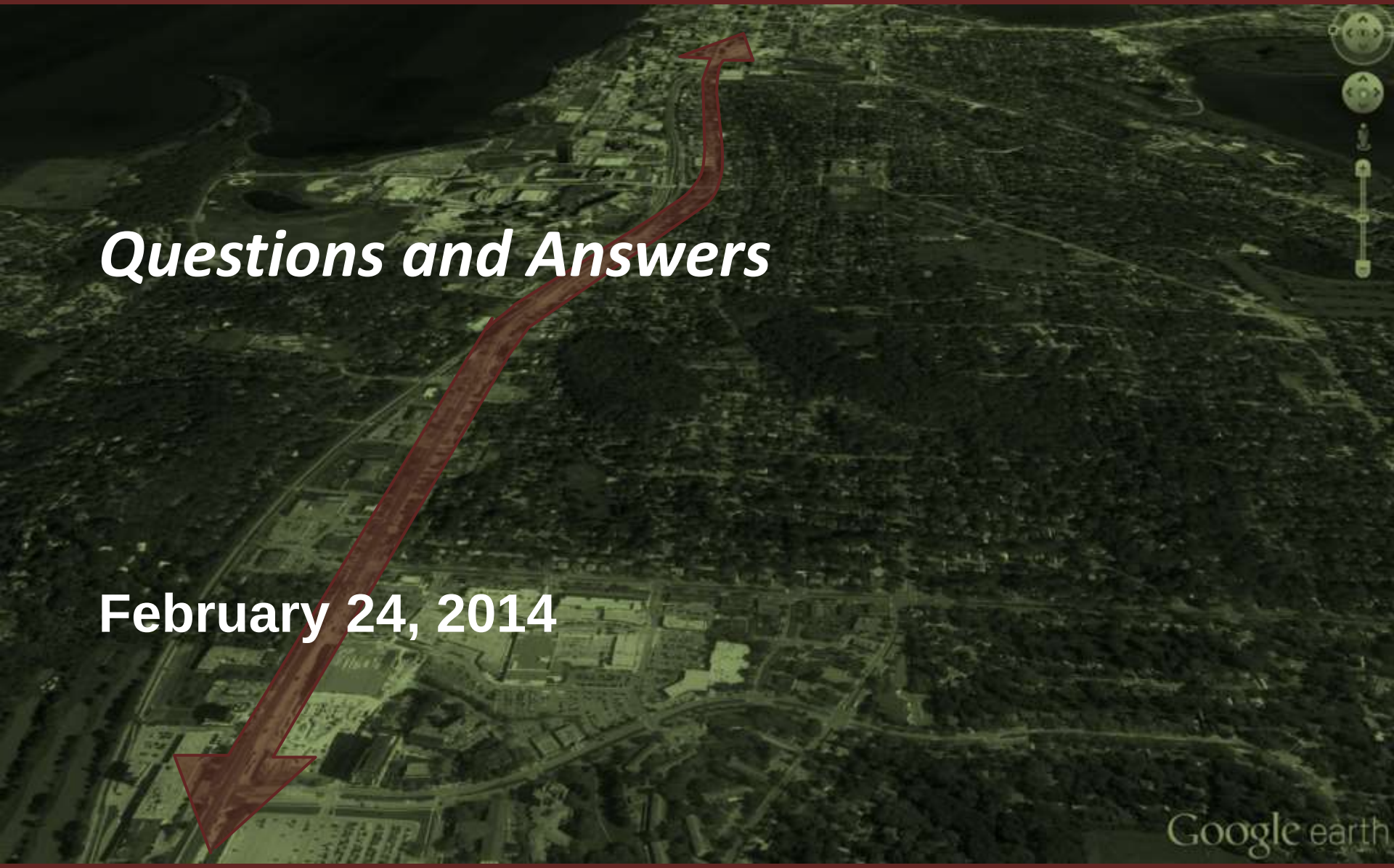

Questions and Answers

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